

Understanding the Importance of Evaluating the Success of Professional Development Efforts

- In this age of accountability, how can we demonstrate to others that our professional development efforts are successful?

Evaluation is

- A systematic, purposeful process of studying, reviewing, and analyzing data gathered from multiple sources in order to make informed decisions about a program.

Understanding the Importance of Evaluating the Success of Professional Development Efforts

- Planning
- Formative
- Summative

Key Elements

Systematic	How rigorous is the process? Is it conducted in accordance with standards and guidelines?
Standards	Does it have merit and/or worth? How is it aligned with predetermined criteria?
Audience	Who will use the evaluation? For whom is the evaluation being done?
Intended Uses	How will the evaluation be used? What might you change or improve as a result of the evaluation?
Program	Is the program ongoing, coherent, planned, and linked to student achievement?

Understanding the Importance of Evaluating the Success of Professional Development Efforts

- Formative
 - What changes are occurring as we go along?
- Summative
 - What changes have occurred over time?

Guidelines for Evaluating Professional Development Programs.

“Evaluation must be seen as an ongoing process that is initiated in the earliest stages of program planning and continues beyond program completion.” (NSDC, 1995)

Guidelines for Evaluating Professional Development Programs.

Evaluation should

- ⇒ be ongoing.
- ⇒ be informed by multiple sources of data.
- ⇒ be considerate of participants' time and energy.

Guidelines for Evaluating Professional Development Programs.

Evaluation

- ⇒ expectations and procedures should be explicit and public.
- ⇒ results should be presented in forms that can be understood by all program participants and patrons.

Guidelines for Evaluating Professional Development Programs.

Evaluation should

- ⇒ use both quantitative and qualitative data.
- ⇒ focus on all levels of the organization.

Guidelines for Evaluating Professional Development Programs.

Thank you for your participation and interest. Additional detailed evaluation information will be provided as part of the follow-up workshops being offered in June.

Five Levels of Professional Development Evaluation

- Participants' Reactions
- Participants' Learning
- Participants' Use of New Knowledge and Skills
- Organizational Support and Change
- Student Learning Outcomes

Evaluation Phases

- Planning
- Conducting
- Reporting



Planning Phase



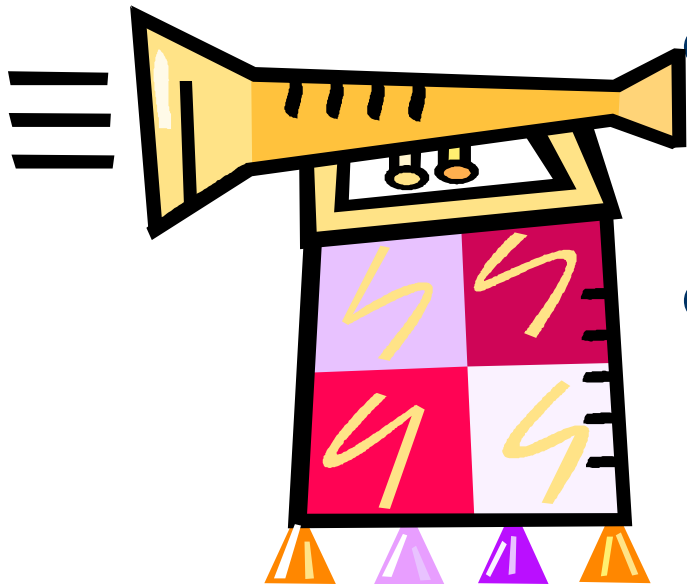
- Assess Evaluability
- Formulate Evaluation Questions
- Construct Evaluation Framework

Conducting Phase

- Collect Data
- Organize and Analyze Data
- Interpret Data



Reporting Phase



- Disseminating Results/Findings
- Evaluating the Evaluation

Assess Evaluability



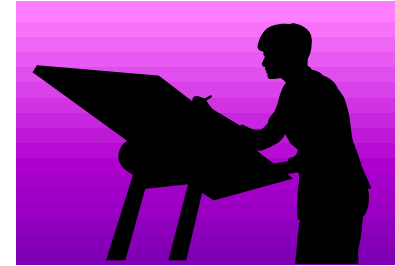
- Goals
- Standards for Success
- Indicators for Success
- Theories of Change
- Logic Models

Formulate Evaluation Questions



- Carefully and thoughtfully crafted evaluation questions give structure and form to the evaluation framework.

Construct the Evaluation Framework



- Decisions about the evaluation
 - What do you need to know
 - How will you know
 - Data collection methods
 - Data Sources

Collect Data



- Systematic collection of data
 - Piloting instruments
 - Training data collectors
 - Managing data
 - Adding data
 - Scoring

Organize and Analyze Data



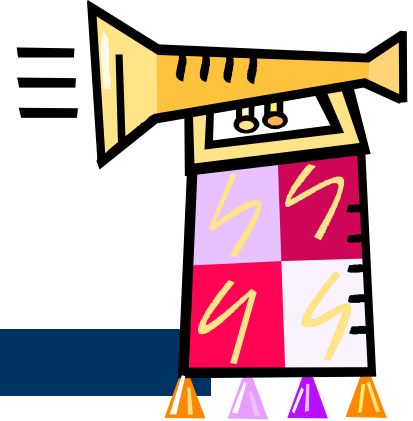
- Organizing
- Data analysis methods
- Displaying data

Interpreting Data



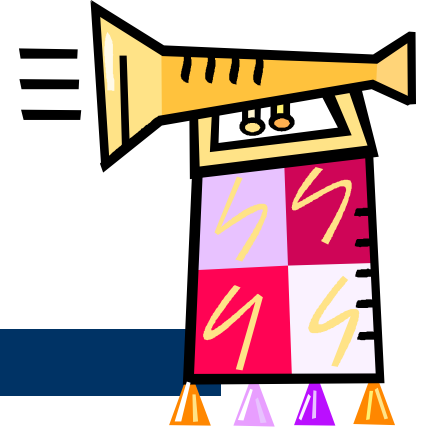
- Making meaning from data
 - Form and support claims
 - Form judgments
 - Clarify attribution and contribution
 - Determine merit and/or worth
 - Make recommendations

Disseminate Results/ Findings



- Considering audiences
- Types of reports
 - Interim versus final
 - Oral versus written
- Dissemination strategies

Evaluate the Evaluation



- Resources
- Design
- Findings
- Reporting
- Evaluator